

# The Implementation of Creative Europe: The Gap between Supranational Guidelines and Regional Realities. The Case of Spanish Creative Industries

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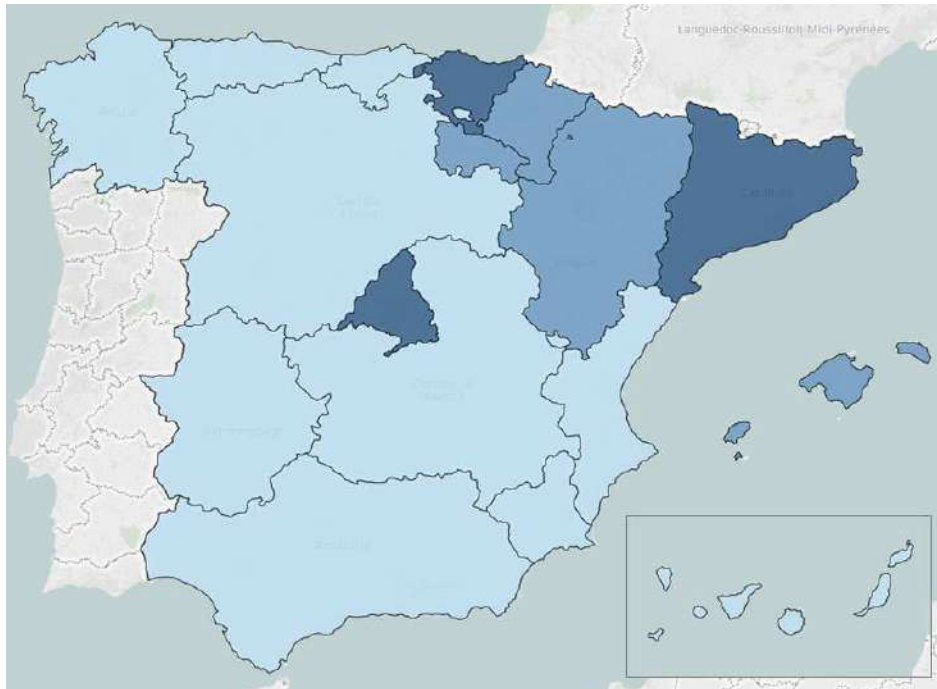
# INTRODUCTION



## Cultural & Creative Industries



# INTRODUCTION



**17 regions** (*Comunidad Autónoma*)

**Culture:** transferred to regions

**Ministry of Culture**

**Availability of statistics in each region**

**Research Team:**

7 universities (25 researchers)



# PROBLEM

## How can we harmonize statistics on the CCI of the Spanish regions to European standards?

- Spanish Statistics Institute (INE) offers **limited data on the Annual Services Survey (ASS)**. It was necessary to have statistics on the specific ASS for this research project.
- **Solution:** Signing of a **supply agreement INE data-UAB** + defining a **Statistical model for Value Assignment with UAB Service of Applied Statistics**
- **Two difficulties with supplied data:.**
  - **NACE coding:** Data available only included NACE codes with two digits. Distortions in some subcategories (Architecture and Advertising) occurred. Example: the NACE 7I includes Architecture together with Technical Engineering Services, Technical Testing and Analysis. We should have four-digit NCEA data, class 7111, which only includes architecture.
  - **Disaggregation by region:** In subcategories for Performing Arts and Libraries, archives and museums, the data supplied by the INE-UAB agreement were not disaggregated by region.



# METHODOLOGY

Industry group	NACE Codes-2009
Museums, galleries, archives and libraries	9102, 9103, 9105, 9106
Publishing (Books and Printed Press)	4761, 4762, 5811, 5813, 5814, 6391, 7430
Visual Arts	7410, 7420, 9003
Performing Arts	9001, 9002, 9004
Audiovisual and multimedia	4763, 5821, 5912-5920, 6010, 6020, 7722
Architecture	7111
Advertising	7311

DATA AVAILABLE FROM  
DIFFERENT SOURCES

GENERALIZED ADDITIVE  
MODEL (GAM)

**MELICC**

Modelo Estadístico LOCALCOM  
de las Industrias Culturales y Creativas



# METHODOLOGY

## MELICC

Modelo Estadístico LOCALCOM de las Industrias Culturales y Creativas

- 4** NACE digits
- 17** Regions (Comunidad Autónoma)
- 7** CCI Subcategories
- 4** Study Indicators
- 7** Years of Statistical Series



Publishing



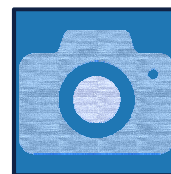
Advertising



Libraries,  
Archives and  
Museums



Performing  
Arts



Visual Arts



Architecture



Audiovisual &  
Multimedia



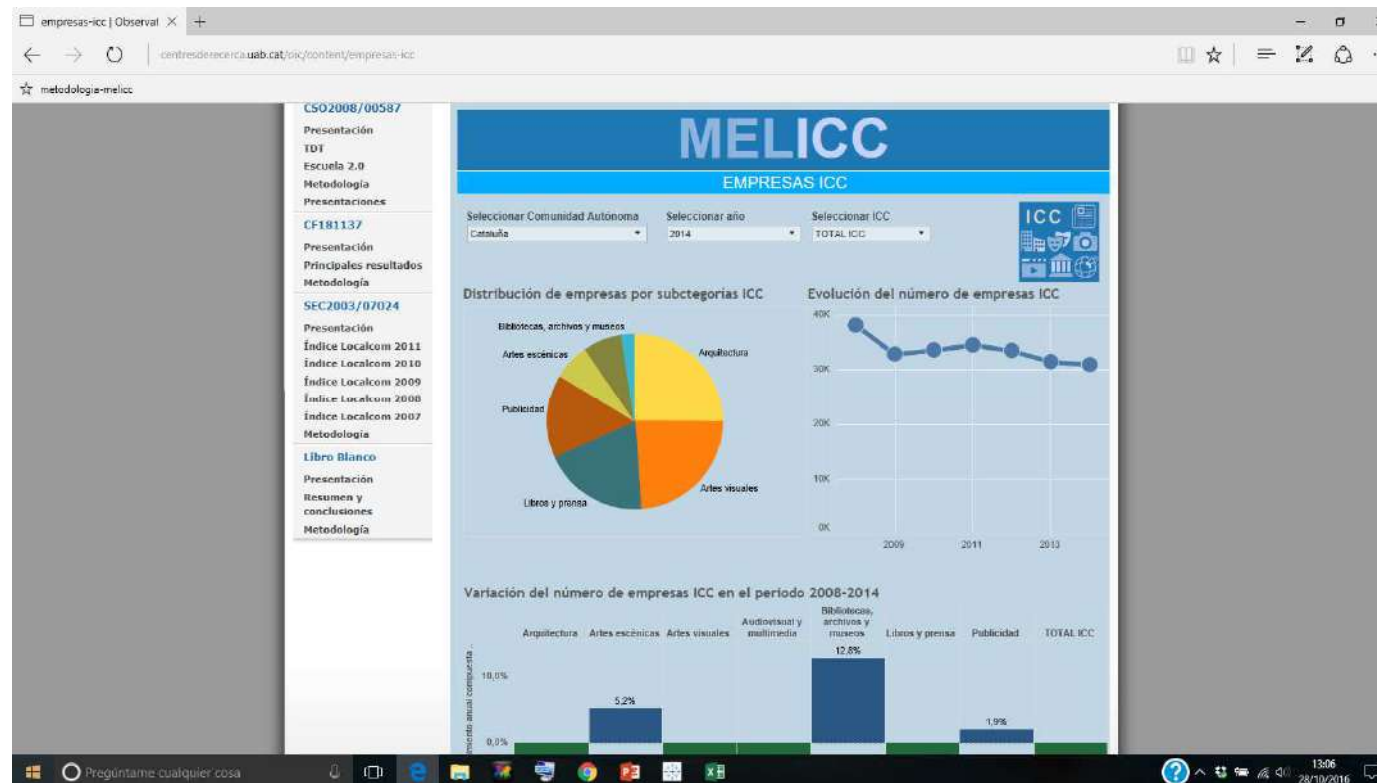
## RESULTS

- Data from 2008 – 2014
- Four indicators: employment, number of companies, business turnover, gross added value.
- Maps + graphics per region & Spain
- Individual reports for each region (data + relevant policy issues)



# RESULTS

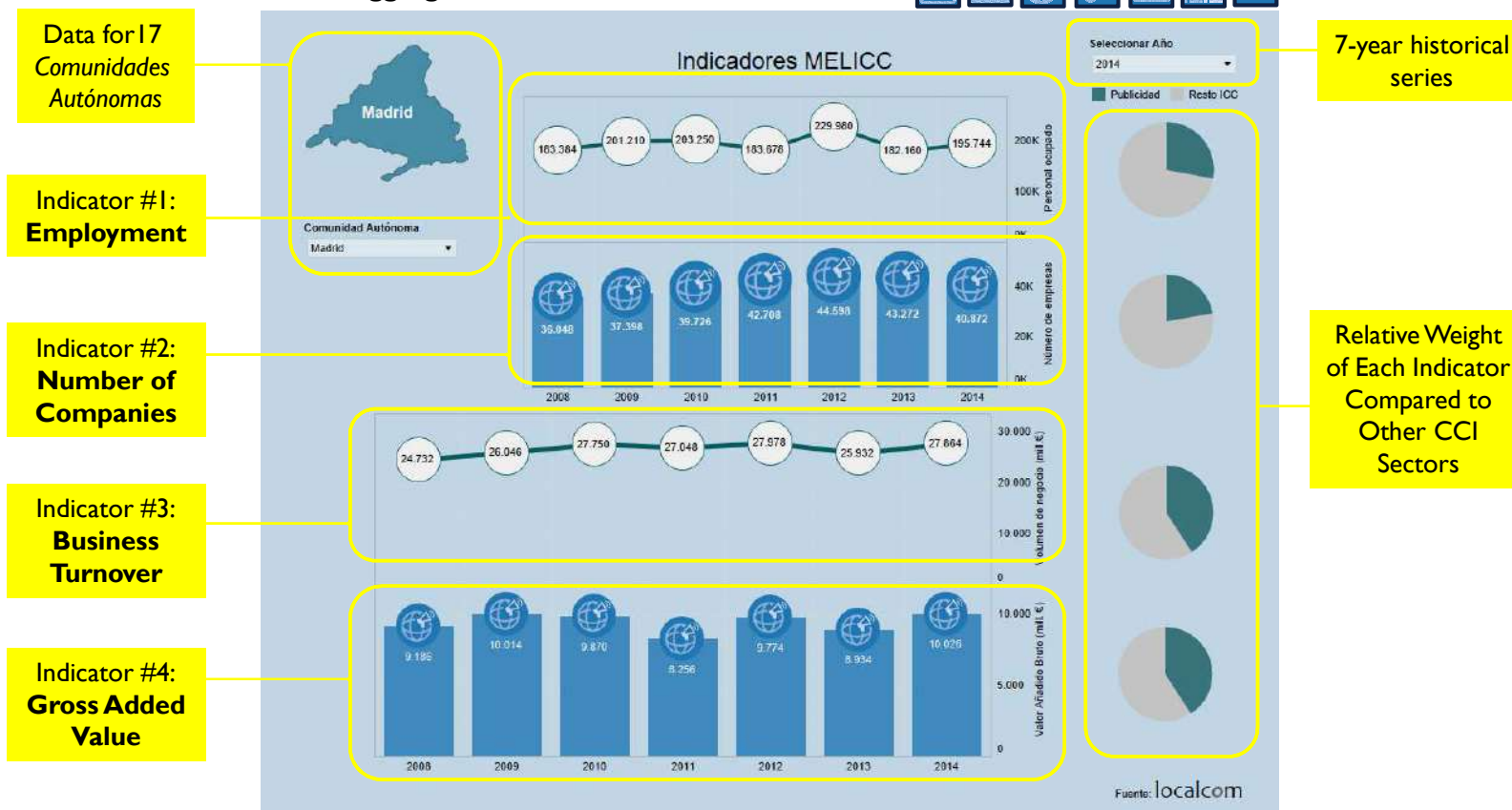
- Development of a web site for interactive visualization of data generated by the project



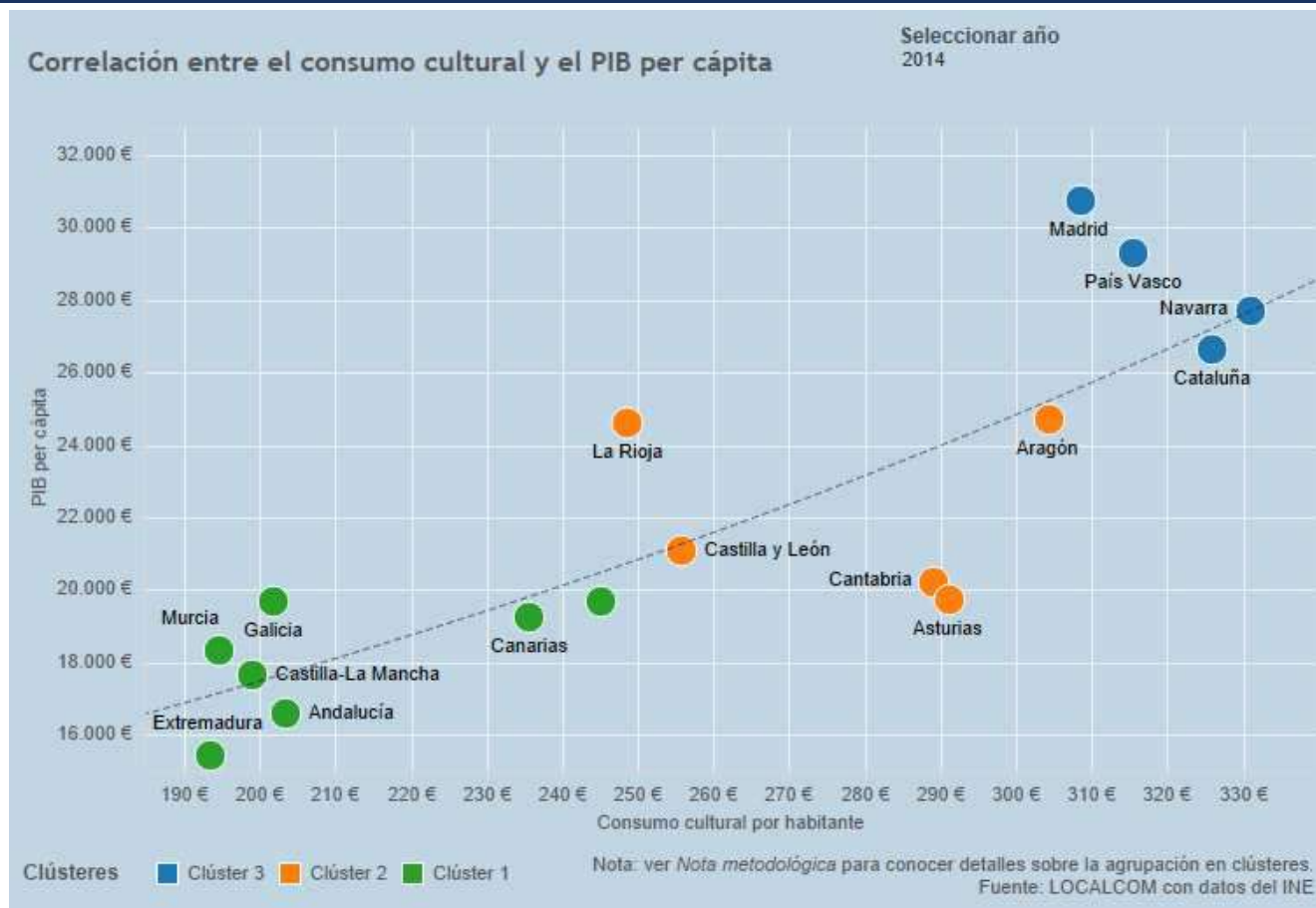


# RESULTS

## Presentation of disaggregated results for 7 CCI sectors



## RESULTS: CONTEXT OF SPANISH ICC



### CCI AND REGIONAL WEALTH

There is a strong correlation between Cultural consumption and wealth (GDP) per capita for region



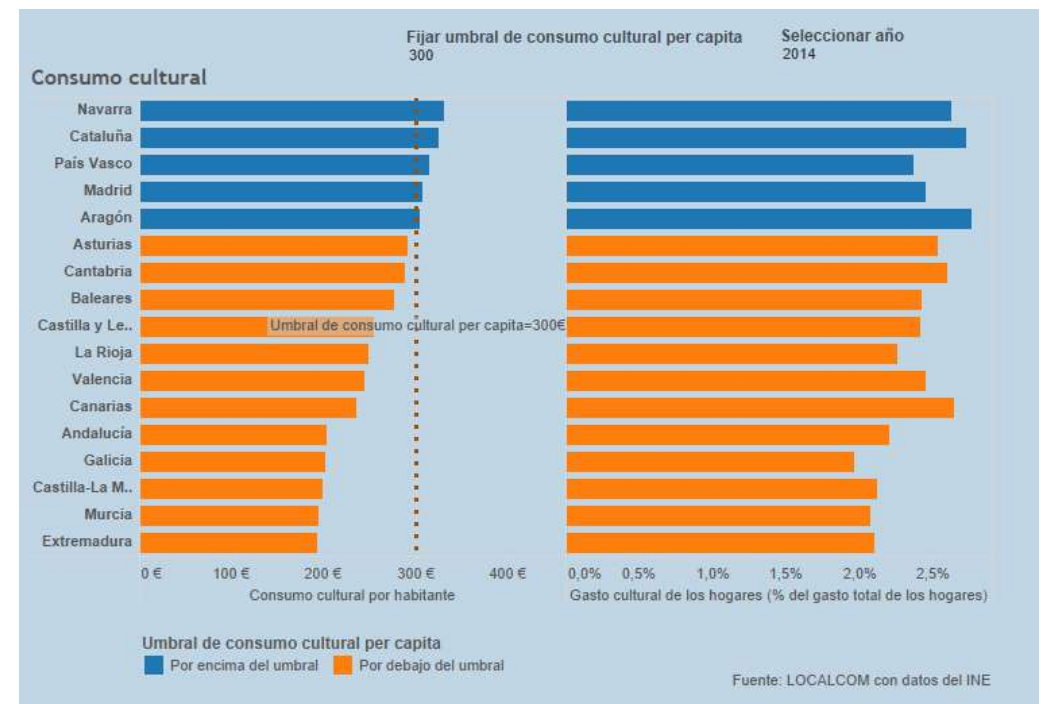
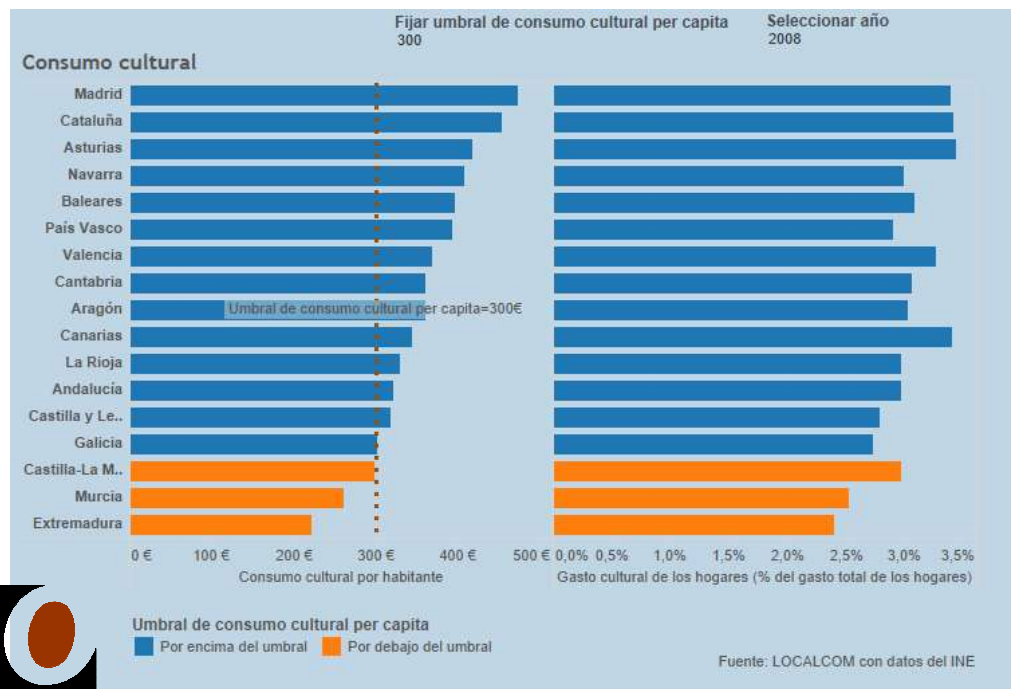
# RESULTS: CONTEXT OF SPANISH ICC

## Cultural Consumption

2008

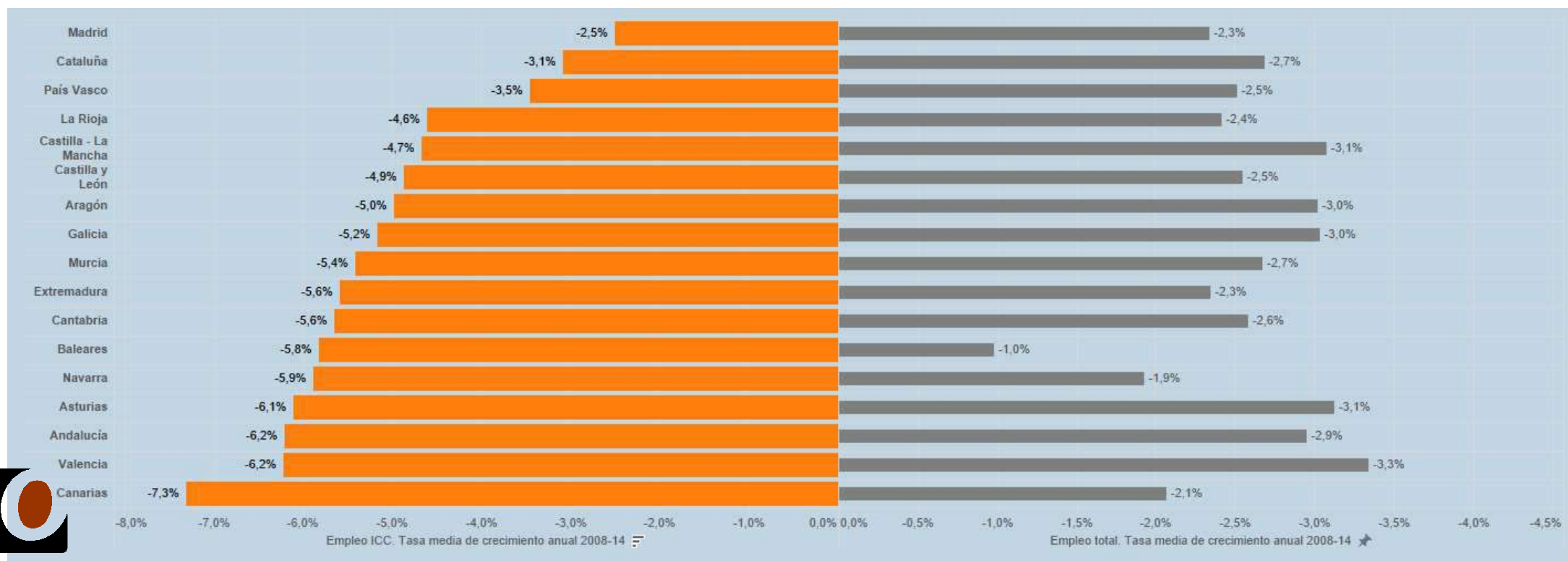
Threshold: 300€/ per year

2014

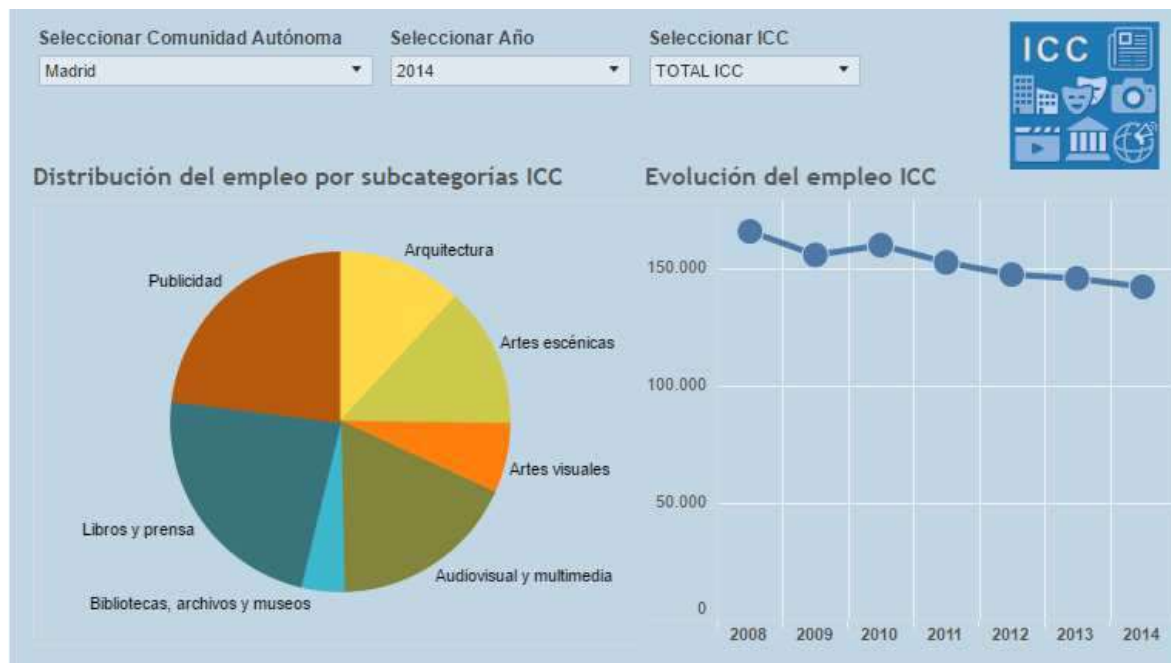


## RESULTS: EMPLOYMENT (INDICATOR #1)

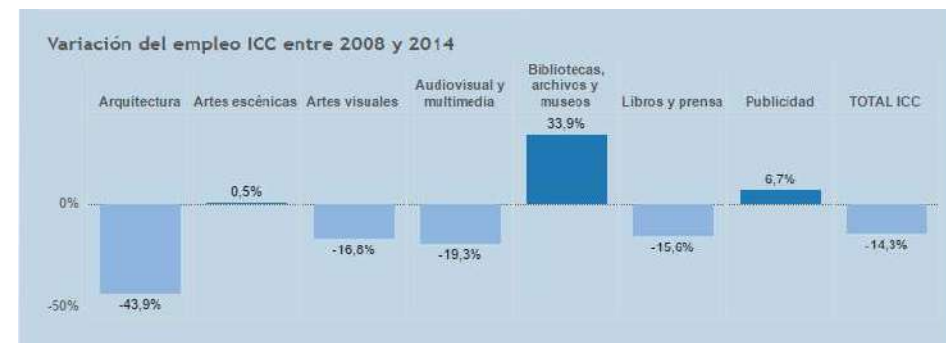
Employment in Creative and Cultural Industries has been vulnerable.  
During the crisis, it has been destroyed at a faster rate than total employment.



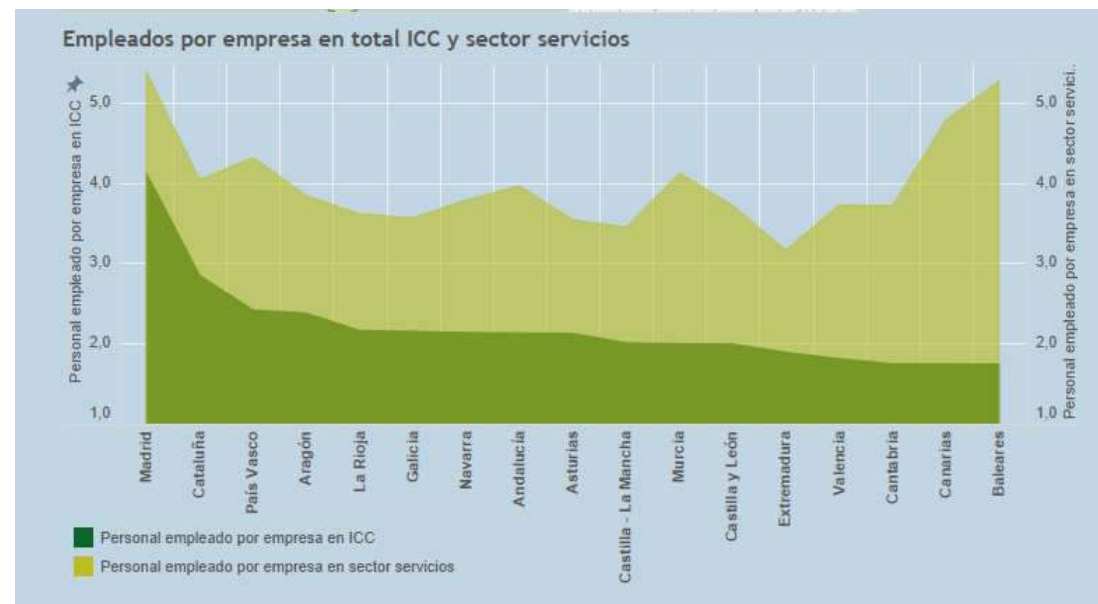
## RESULTS: EMPLOYMENT (INDICATOR #1)



## MADRID (2014 / 2008 – 2014)



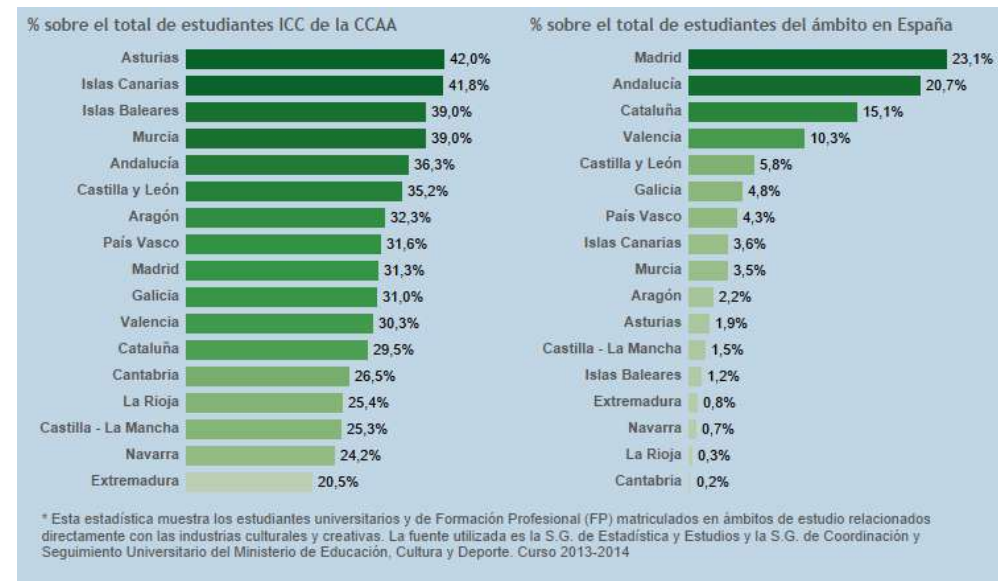
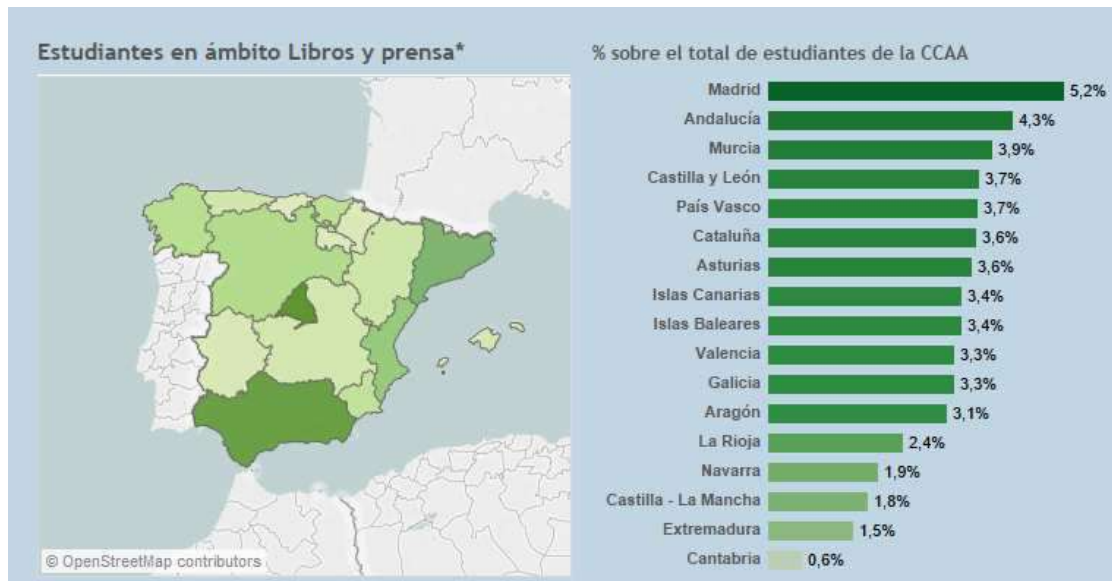
## RESULTS: EMPLOYMENT (INDICATOR #1)



**Total CCI - 2014**

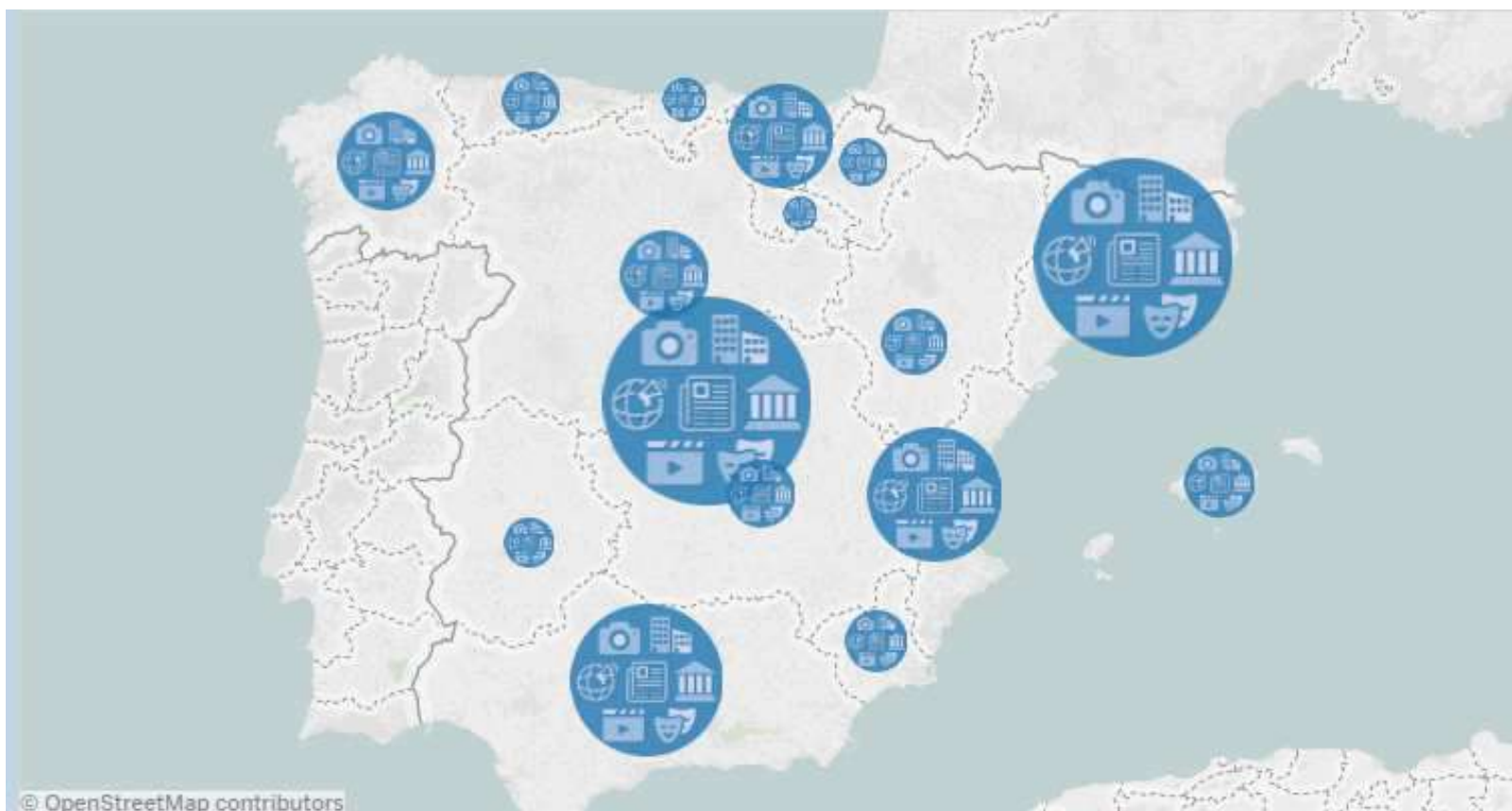


# RESULTS: CCI STUDENTS (EDUCATION VS EMPLOYMENT) (INDICATOR #1)



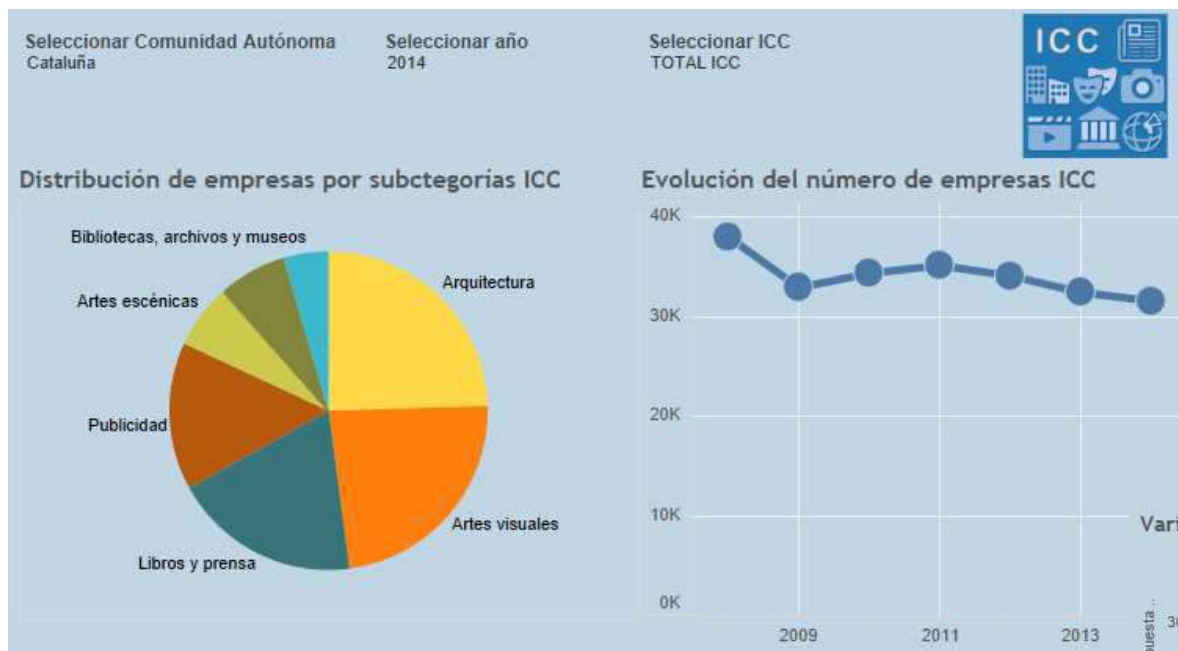
**Publishing – Students (College + Vocational Training)**

## RESULTS: SPANISH CCI NUMBER OF COMPANIES (2014) (INDICATOR #2)

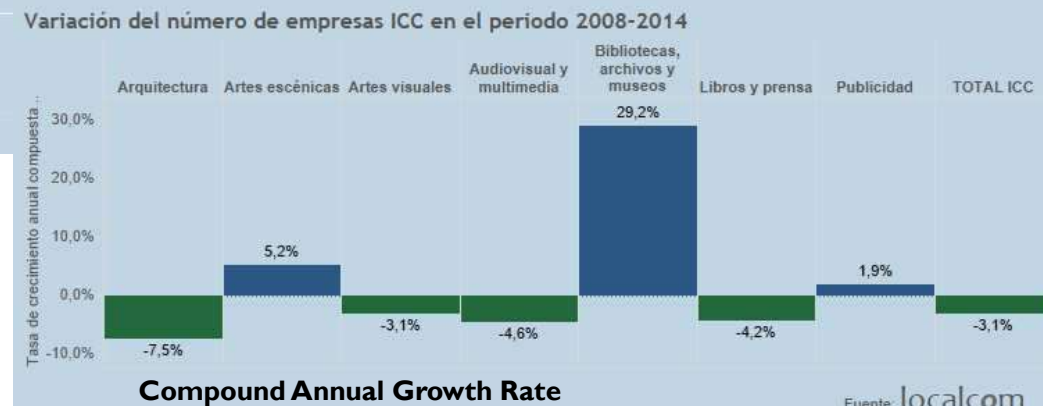




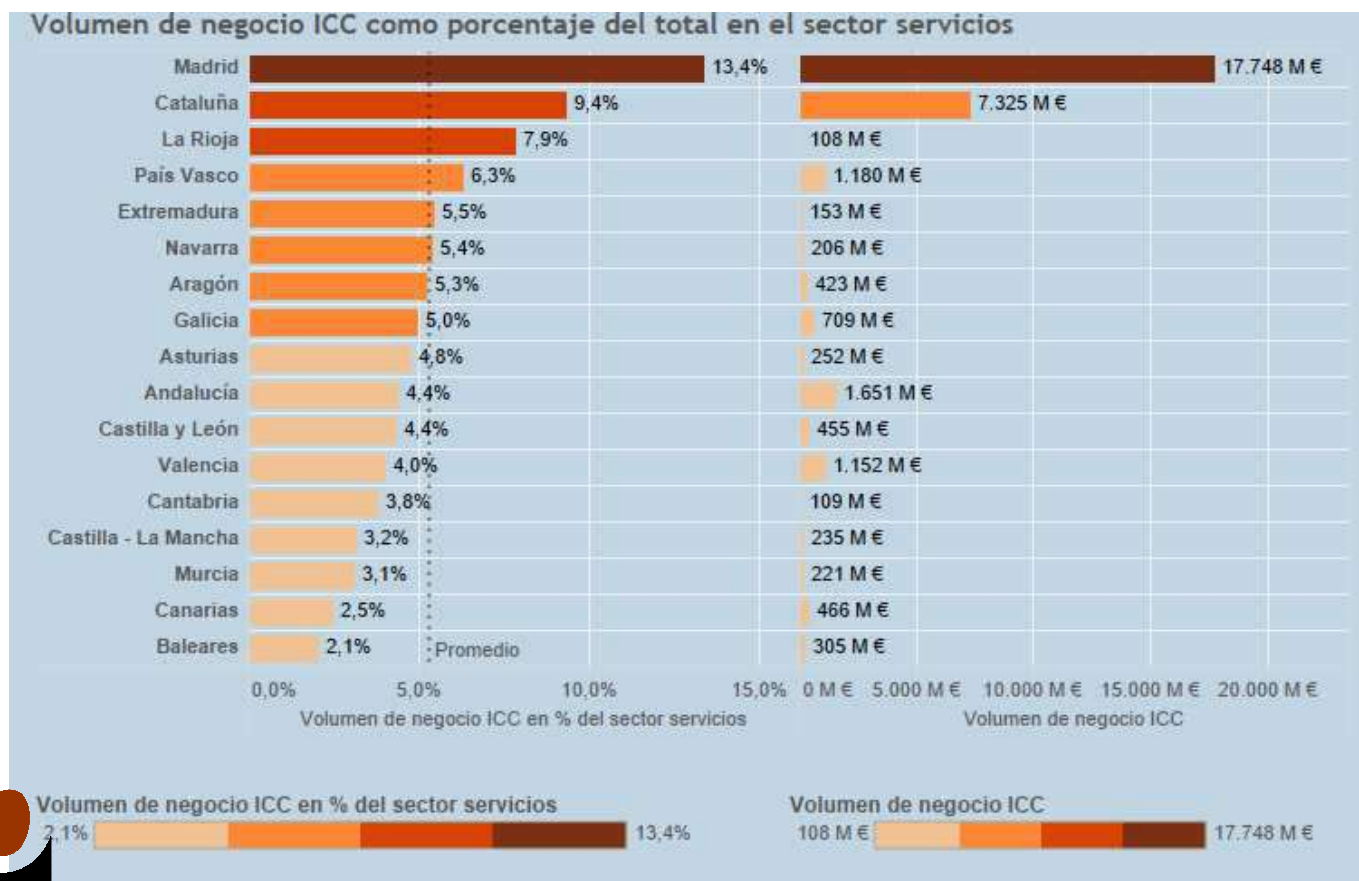
## RESULTS: NUMBER OF CCI COMPANIES (INDICATOR #2)



# CATALONIA



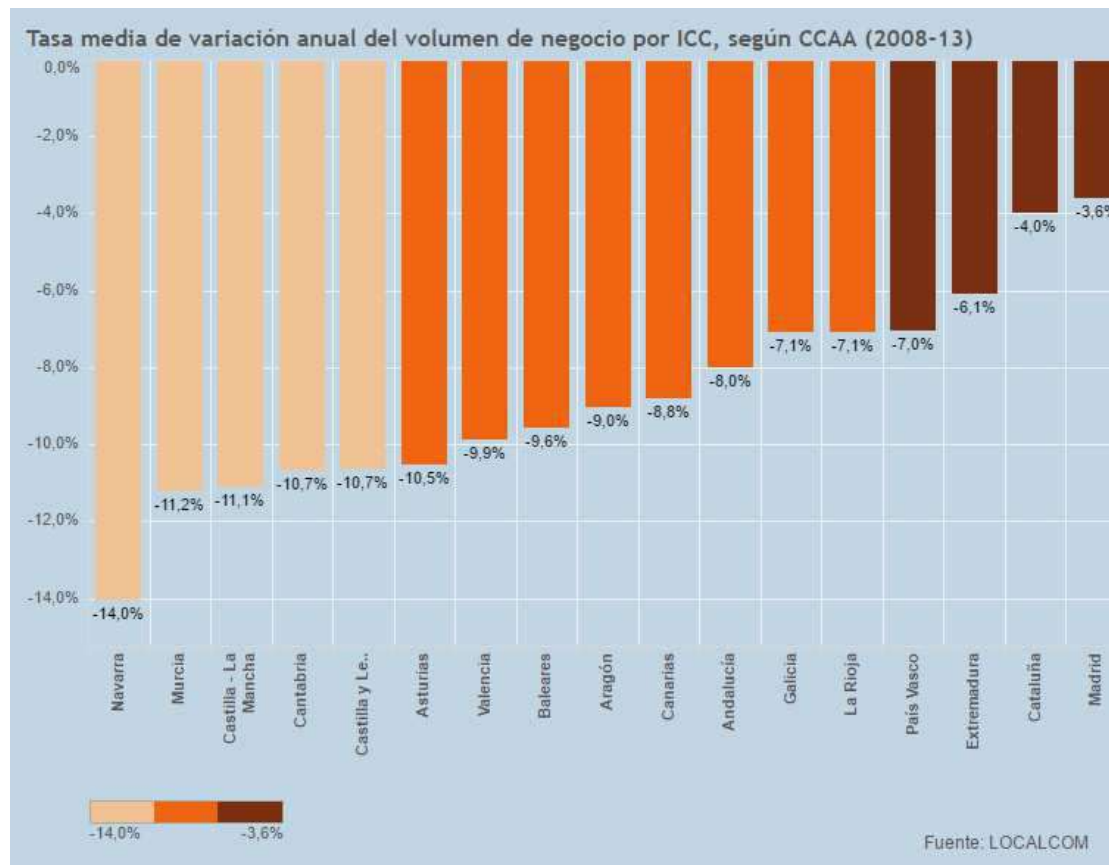
## RESULTS: BUSINESS TURNOVER (INDICATOR #3)



**CCI Business Turnover  
vs Total Service Sector  
+ by region**

(2014)

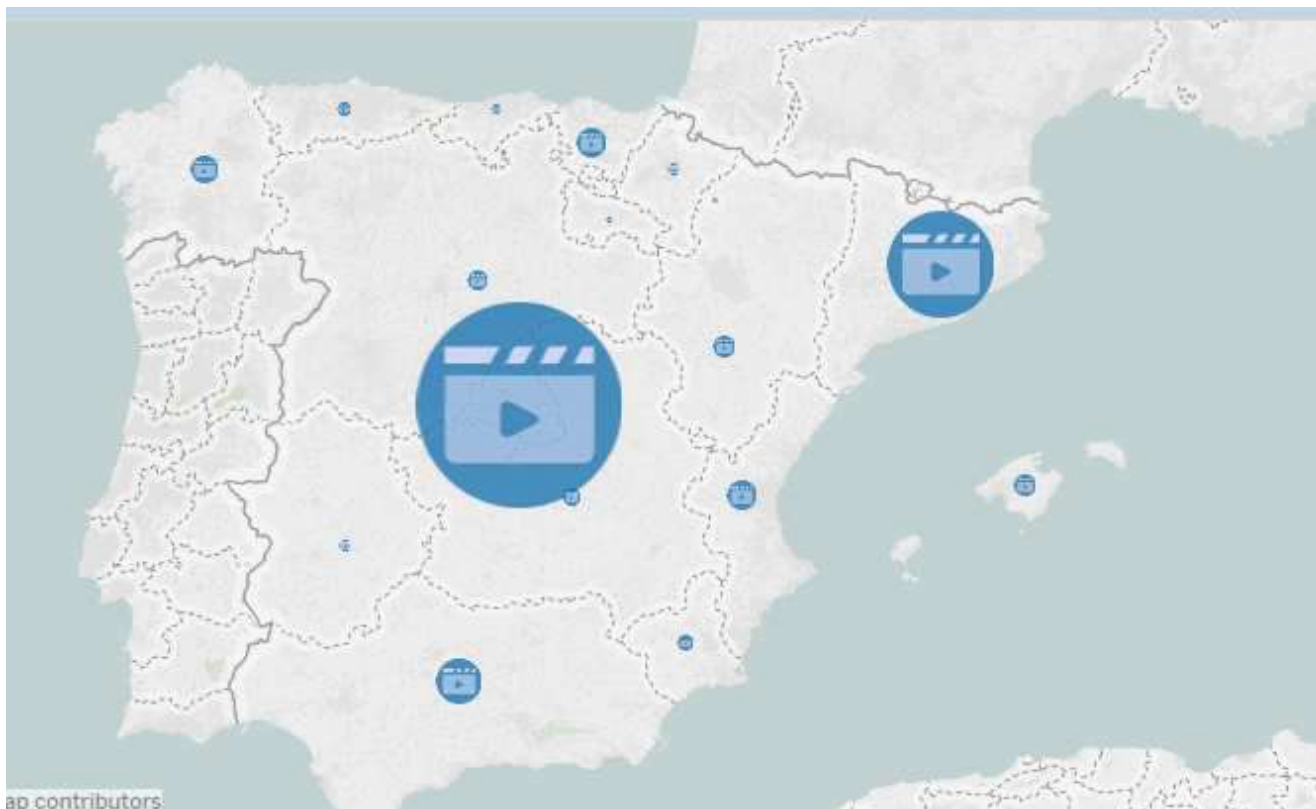
## RESULTS: BUSINESS TURNOVER (INDICATOR #3)



**Annual Variation Rate  
of CCI turnover by region**  
**(2008 – 2013)**



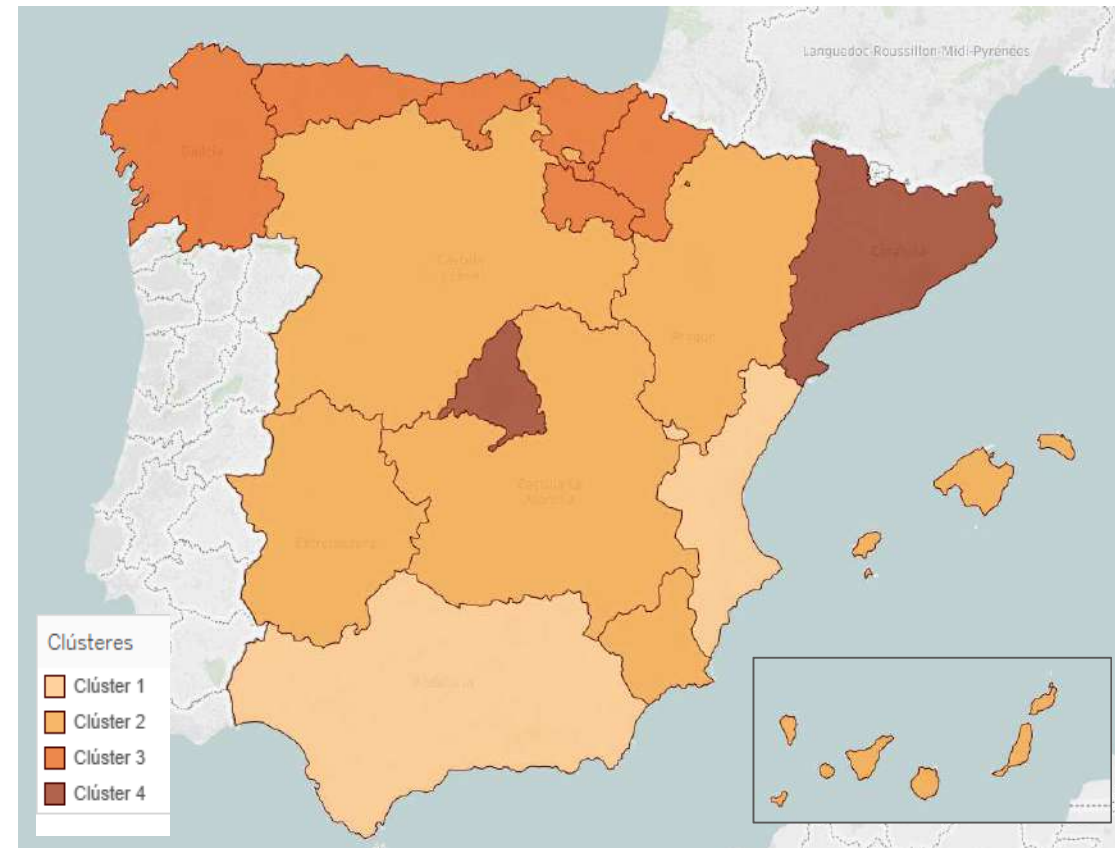
## RESULTS: GROSS ADDED VALUE (INDICATOR #4)



**Audiovisual &  
Multimedia  
(2014)**

## RESULTS: SECTORIAL CLUSTERS

- Tool: **Algorithm** for clustering
- **19 variables** used for analysis:
- Madrid and Catalonia have the best results;
- Andalusia and Valencia, the worst.



# CONCLUSIONS

- I. A unique **Model for Creative and Cultural Industries based on EU standards**:
  - **Quality of the model** based on 4 key indicators (Employment, Number of companies, Business Turnover, and Gross Added Value)
  - A **tool for comparison** between Spanish regions:
    - **Disaggregated statistics to define strategies** for regional creative policies.
    - It presents the unbalancing between the regions and emphasizes **the leadership of Madrid, Catalonia and the Basque Country**.



## CONCLUSIONS

### 2. **Data of the impact of economic crisis in the CCI sector in Spain:**

- It strikes at the cultural and creative sector, especially the pace of job destruction is higher than the rest of the service economy.

### 3. **The increase of VAT (from 4% to 21%) in the cultural sector:** it had **significant impact** on the employment and turnover of the cultural and creative industries.

### 4. **The differences on the wealth per capita and cultural spending** among regions **have limited the access to culture and its consumption** of Spanish citizens.





THANK YOU FOR YOUR ATTENTION

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